

# UTAH OFFICE OF TOURISM TRADE SHOWS / SALES MISSIONS / EVENTS INFORMATION SHEET

## ADVENTURE TRAVEL WORLD SUMMIT

October 4 to 6, 2007 - Whistler

<u>Program Overview</u>	In its third year, the Summit delivers a premier international forum for executive-level industry networking and multi-disciplinary sessions designed for solutions-oriented dialogue. More than 500 adventure travel industry leaders including the tourism boards of Canada, Norway, Switzerland and Brazil attended the 2006 Summit. <a href="http://www.adventuretravelworldsummit.com">www.adventuretravelworldsummit.com</a>
<u>Program Format</u>	Keynote addresses, workshops, forums and networking sessions.
<u>Show Participation</u>	Limited to three UOT partners. First come, first served basis. Focus on state tourism organizations.
<u>Participation Fee</u>	No charge. Participants responsible for any and all travel related expenses.  The Summit will be held at the TELUS Whistler Conference Centre, walking distance from accommodations within Whistler Village. <a href="http://www.tourismwhistler.com">www.tourismwhistler.com</a>
<u>Registration Deadline</u>	August 31, 2007

## UK SALES MISSION

October 13 to 20, 2007 - London

<u>Program Overview</u>	Program to include UK market overview, mission briefings, product manager meetings, destination training for reservation staff, media event for key journalists as well as meetings with airline and travel trade partners.
<u>Mission Participation</u>	First come, first served basis. Focus on primary state tourism organizations. On a space available basis, others will be invited to join.
<u>Participation Fee</u>	No charge. Participants responsible for any and all travel related expenses.  Discounted air offered by Virgin Atlantic: Las Vegas to Heathrow \$ 703.02 economy return Chicago to Heathrow \$ 654.52 return economy  <b>Copthorne Tara Hotel Kensington</b> (Average per night rate is \$250) Scarsdale Place Kensington, London W8 5SR Tel. 011 44 20 7937 7211 Fax. 011 44 20 7937 7100  It is estimated total ground costs including hotel, train and taxi will be \$1,600.
<u>Registration Deadline</u>	August 31, 2007
<u>Brochure Shipping</u>	UOT to receive one signature collateral piece by September 13, 2007. A shipment summary must be provided to Patti Denny at <a href="mailto:pdenny@utah.gov">pdenny@utah.gov</a> . Boxes to be labeled 'UK Sales Mission 2007' and clearly marked "not for re-sale/no commercial value".

## **NTA UTAH DINNER**

**November 1, 2007 – Kansas City**

<u>Program Overview</u>	Utah sponsors will have their logo on the invitation and the opportunity to participate in the invitation process, to showcase their collateral and to network with key NTA tour operator and media representatives.
<u>Event Sponsorship</u>	<p>Utah Partner Dinner Thursday, November 1, 2007 7:00 to 9:00 PM</p> <p><b>Fiorellas Jack Stack Freight House</b> 101 West 22nd Street Kansas City, MO 64108 Tel. 816 472 7427 <a href="http://www.jackstackkc.com">www.jackstackkc.com</a></p> <p>Sponsorship set at \$300 per organization. Charge for extra organization representatives: \$50.00 per person.</p>
<u>Sponsorship Deadline</u>	August 24, 2007
<u>Door Prizes</u>	Gifts, trip options, etc. welcomed.

## **CHINA INTERNATIONAL TRAVEL MART (CITM)**

**November 1 to 4, 2007 - Kunming**

<u>Program Overview</u>	Asia's largest professional travel exhibition. CITM participants come from all sectors of the travel industry including international and domestic tourist organizations, tour operators, travel agencies, hotels, airlines and media. <a href="http://www.citm.com">www.citm.com</a>
<u>Booth</u>	UOT will have a seven square meter booth in the Discover America Pavilion.
<u>Booth Participation</u>	First come, first served basis. Focus on primary state tourism organizations, which showcase statewide products such as ski, national parks, etc. On a space available basis, others will be invited to join. In order to maximize the trade show effectiveness, booth members will be kept to the show pass benefits or those appropriate to meet consumer/appointment needs.
<u>Participation Fee</u>	<p>No charge. Participants responsible for any and all travel expenses.</p> <p><b>Bank Hotel Kunming</b> (Average per night standard rate \$145) 399 Youth Road Kunming, Yunnan Province, China 650011 Tel. 011 86 871 315 8888</p>
<u>Registration Deadline</u>	September 14, 2007
<u>Brochure Shipping</u>	UOT to receive one signature collateral piece by October 1, 2007. A shipment summary must be provided to Patti Denny at <a href="mailto:pdenny@utah.gov">pdenny@utah.gov</a> . Boxes to be labeled 'CITM 2007' and clearly marked "not for re-sale/no commercial value".

## WORLD TRAVEL MARKET

### November 12 to 15, 2007 - London

<u>Program Overview</u>	WTM is the premier UK based trade show for the UK to USA market. Un-audited figures reveal that 47,544 travel professionals attended WTM in 2006. <a href="http://www.wtmlondon.com">www.wtmlondon.com</a>
<u>Booth</u>	UOT to share exhibit area with States of Colorado and New Mexico.
<u>Booth Participation</u>	First come, first served basis. Focus on primary state tourism organizations, which showcase statewide products such as ski, national parks, etc. On a space available basis, others will be invited to join. In order to maximize the trade show effectiveness, booth members will be kept to the show pass benefits or those appropriate to meet consumer/appointment needs.
<u>Participation Fee</u>	No charge. Participants responsible for any and all travel related expenses.  <b>Novotel – Tower Bridge</b> (Average per night rate \$388) 10 Pepys Street London EC3N 2NR Tel. 011 44 20 726 56000 Fax. 011 44 20 726 56060
<u>Registration Deadline</u>	September 14, 2007
<u>Brochure Shipping</u>	UOT to receive one signature collateral piece by October 1, 2007. A shipment summary must be provided to Patti Denny at <a href="mailto:pdenny@utah.gov">pdenny@utah.gov</a> . Boxes to be labeled 'WTM 2007' and clearly marked "not for re-sale/no commercial value".

## ITB

### March 5 to 9, 2008 - Berlin

<u>Program Overview</u>	ITB Berlin is considered the world's largest travel exhibition with some 10,000 exhibiting companies from 180 countries. The exhibition area and supporting events represent the entire product spectrum of the tourism industry including destinations, airlines, hotels, rental cars and travel services. It is estimated 94,553 travel trade professionals visited ITB Berlin 2007. <a href="http://www.itb-berlin.com">www.itb-berlin.com</a>
<u>Booth</u>	UOT to share exhibit area with States of Colorado and New Mexico.
<u>Booth Participation</u>	First come, first served basis. Focus on primary state tourism organizations, which showcase statewide products such as ski, national parks, etc. On a space available basis, others will be invited to join. In order to maximize the trade show effectiveness, booth members will be kept to the show pass benefits or those appropriate to meet consumer/appointment needs.
<u>Participation Fee</u>	No charge. Participants responsible for any and all travel related expenses.  <b>Maritim proArte Hotel Berlin</b> (Average per night rate \$253) Friedrichstrasse 151 10117 Berlin, Germany Tel. 011 49 30 2033-5 Fax. 011 49 30 2033 4090
<u>Registration Deadline</u>	January 5, 2008

Brochure Shipping

UOT to receive one signature collateral piece by February 1, 2008. A shipment summary must be provided to Patti Denny at [pdenny@utah.gov](mailto:pdenny@utah.gov). Boxes to be labeled 'ITB 2008' and clearly marked "not for re-sale/no commercial value".



For questions on any these trade shows, trade missions or events, please contact:

Patti Denny  
Travel Trade Marketing  
**UTAH OFFICE OF TOURISM**  
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300 North State Street  
Salt Lake City, UT 84114  
Tel: 801 538 1318  
Fax: 801 538 1399  
[pdenny@utah.gov](mailto:pdenny@utah.gov)

If you desire to join the UTAH OFFICE OF TOURISM in our state marketing efforts, please provide:

Name of Trade Shows / Sales Mission / Event:

Name:

Title:

Organization:

Mailing Address:

Phone #:

E-mail:

Website:

Thank you for your support and interest!